

Claims

What is claimed is:

1. A method of detail follow-up comprising the following steps:
 - (1) a panel of clients is pre-recruited to report on details,
 - (2) upon completion of a detail a panel client contacts a central reporting service,
 - (3) the central reporting service instructs the client on pre-determined criteria either to fill out an already provided questionnaire or to do nothing,
 - (4) the central reporting service conducts a telephone interview within a pre-determined time period with a selected number of the reporting clients, and
 - (5) within a pre-determined period of time the central reporting service compiles a report with the relevant sales data.
2. A method according to claim 1, characterised in that the clients are doctors or other trained medical personnel.
3. A method according to claim 1, characterised in that the panel of clients is approximately 600 in strength.
4. A method according to claim 1, characterised in that the contact with the central reporting service comprises a

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telephone answering service accessing a computer programme and asking 8 questions.

5. A method according to claim 1, characterised in that the telephone interview if conducted takes place within 36 hours of the detail.
6. A method according to claim 1, characterised in that the report is provided on a weekly basis.
7. A method according to claim 1, characterised in that the central reporting service and information thereon is run by a computer program with pre-determined criteria programmed.

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